**3.01 Multimedia Terms and Definitions**

|  |
| --- |
| **General Terms** |

**Multimedia -** Different types of media including text, video, sound, graphics and animations.

**Multimedia Presentation** — a computer based, interactive experience that incorporates text, graphics, sound and video.

**Copyright Law** — ensures that the author’s rights of images and sounds used in multimedia products are protected and acknowledged. Copyrighted material cannot be used without the owner’s permission.

**Fair Use** — Fair use allows others to use copyright material without infringing on the rights of the owner. Beware that these are only guidelines and do not protect the user from lawsuits!

|  |
| --- |
| **Basic Parts of Multimedia Presentations** |

**Build Effect** — an effect applied to text that makes it appear on a slide in increments of one letter, word or section at a time; keeps the audience’s attention and does not allow the audience to read or see past what the speaker is explaining.

**Hyperlinks** — “hot spots” or “jumps” used to locate an external file website or place in the current presentation; represented by a graphic or colored and underlined text.

**Menu** - a list of options that use hyperlinks to move to other parts of the presentation.

**Navigation buttons** — buttons that are hyperlinked to other parts of the presentation and allow the user to navigate through the presentation

**Slide** **transitions** — the visual effect of a slide as it moves on and off the screen during a slide show.

|  |
| --- |
| **Design Elements** |

**Asymmetrical balance** — distribution achieved by arranging non-identical elements on both sides of an imaginary center line on the screen.

**Balance** —is the distribution of optical weight in the layout.

**Interactivity** —is the ability of the user to interact with an application.

**Inter-screen unity** —is the design that users encounter as they navigate from one screen to another; provides consistency throughout a presentation.

**Intra-screen unity** — is how the various elements relate to one another on the same screen.

**Linear presentations** — author of the presentation controls the flow of information in the application.

**No balance** — a design that has elements arranged on the screen without regard to the optical weight of elements.

**Non-linear presentation** — allows the user to interact with a presentation and control how the information will be viewed; allows the user to be active rather than passive during the delivery of the information.

**Optical center** — a point slightly above and to the right of the mathematical center of the screen.

**Optical weight** — the ability of an element such as a graphic, text, headline, or subheading to attract the user’s eye.

**Rollover** — function performed as the mouse pointer rolls over and points to an object.

**Sequential navigational scheme** — takes the user through a controlled, linear process.

**Symmetrical balance** — distribution achieved by arranging elements as horizontal or vertical mirrored images on both sides of an imaginary center line of a screen.

**Treatment** — how a presentation will be offered to the user; that is, the look and feel of the presentation.

|  |
| --- |
| **Software** |

**Authoring programs** — programs used to create multimedia presentations, such as simulations and tutorials; most have some point-and-click features, but may require some knowledge of programming language concepts; i.e., Microsoft Visual Basic, Adobe Director.

**Adobe Director** — authoring program that uses a movie metaphor with the user as the "director" of the movie. It has a scripting language called Lingo which has made it a popular choice for creating CD-ROMs and standalone kiosks and web content. It supports both 2D and 3D multimedia projects.

**Adobe Flash** — an animation program for developing 2-D animations delivered on the Web.

**Players** — are programs that allow users to run multimedia applications on their computers.

**Shockwave** — program that allows an Internet user to play applications created with Adobe Director.

**Toolbook** — a multimedia authoring software program.